Student Organization
Trademarks & Licensing 101
Licensing

• Definition:
  – Licensing: A system of managing the commercial use of the University’s brand
    • Includes all trademarks of the University such as logos, school colors, words, sayings, etc.

• Purpose:
  – To protect the goodwill and reputation of our university and to ensure ownership of our brand elements
Examples of UC Trademarks
Why Manage the UC Brand?

• To create consistency. This consistency differentiates UC, reflects our attributes and aspirations and creates emotional connections.
What Does the UC Brand Represent?

**Discovering/Transforming/Pathways**
Learning is a continuous, ongoing journey with many choices and unlimited opportunities.

**Dynamic**
Accessible
Inviting
Flexible
Innovative

**Traditional**
Serious
Credible
Authoritative
Trustworthy

**Contemporary**
Open
Approachable
Friendly
Confident

**Connections**
Faculty, staff, students and alums
Colleges and organizations
Academic and practical experience
University and community

**Diverse**
Traditional and contemporary
Simple and complex
Emotional and rational
Inclusive
Trademark Use Request Process

1. Begin the process early (90 days prior to your event)
   a) We’re here to help you. Contact Laura Driscoll (laura.driscoll@uc.edu) and she can work with you to find a product to meet your goals and objectives.
Trademark Use Request Process

2. Complete the Internal Request Form
   a) Access the form at www.uc.edu/licensing/guidelines.html
Trademark Use Request Process

3. Email the following to Laura Driscoll at laura.driscoll@uc.edu
   • Completed Internal Request Form
   • Artwork
   • Quote from Vendor
Trademark Use Request Process

4. After your request has been reviewed, Laura Driscoll will email a scanned copy of the request form to both you and the vendor contact.

**NOTE:** Approval to use a UC trademark (Ex. On a t-shirt) does not constitute approval to use the trademark again, including reorders, without seeking additional approval.
Artwork Guidelines – ® and TM

The ® symbol designates that the mark is officially registered with the United States Patent and Trademark Office (USPTO).

The TM symbol designates that the institution is claiming ownership of the noted mark, but it is not officially registered with the USPTO.
Artwork Guidelines – Requires a ®

Logos

Word Marks

• University of Cincinnati®
• Cincinnati Bearcats®
• Bearcats®
Artwork Guidelines – Requires a TM

Logos

Word Marks

- CincinnatiTM
- UTC™
- Cincy™
- Nippert Stadium™
- Fifth Third Arena™
- Shoemaker Center™
- #HottestCollegeinAmerica™
Artwork Guidelines – Safe Space

• Safe space equal to the height of the “C” in Cincinnati must be maintained around the institutional logo.
Artwork Guidelines - Colors

• The institutional logo can appear **only** in black and red, white and red, all black or all white, as shown below.
Artwork Guidelines – Athletic Marks

• Student organizations have access to the Athletics’ marks when use is appropriate. If your student organization is allowed access to the Athletics’ marks, your organization’s name must be clearly identified on the product.

Club Ice Hockey
Artwork Guidelines – Unacceptable Executions

- Placing the logo over photos, textures or colors that make the logo difficult to read

- Attaching text to the logo; not preserving the safe space; using the logo as part of a sentence or headline

- Altering the logo; modifying the type; not preserving proportions

- Applying a drop shadow
Artwork Guidelines – Unacceptable Executions

- Using the logo more than once per page
- Mixing other marks of the university with the logo
- Using one of the alternate logos inappropriately and/or without approval
Licensed Vendors for Internal Consumption

- Internal users (including student organizations) must use one of the following vendors:

Associated Premium Corp.
1870 Summit Rd.
Cincinnati, OH 45237
Contact: Lori Heiney
Phone: (513) 679-4444
Fax: (513) 679-4447
Email: lheiney@associatedpremium.com

Proforma Albrecht & Co.
3975 Port Union Blvd.
Fairfield, OH 45014
Contact: Kate Gottschalk
Phone: (513) 543-5409
Email: kgotts@albrechtco.com

Touchstone Merchandise Group
7200 Industrial Row Rd.
Mason, OH 45040
Contact: Justin Warren
Phone: (513) 383-2631
Email: uc@tmgideas.com

Munoz Brañdz
8919 Rossash Rd.
Cincinnati, OH 45236
Contact: Jon Zwitt
Phone: (513) 744-4048
Fax: (513) 233-7979
Email: jon@munozbrandz.com

Smile Promotions
PO Box 8122
Bloomington, IN 47407
Contact: Rula Hanania
Phone: (812) 323-9290
Fax: (800) 353-2608
Email: rhanania@smilepromotions.com
Sale of Merchandise

- Student organizations cannot sell merchandise of any kind due to the University of Cincinnati’s Sales & Solicitation Policy. Reasons include but are not limited to: lack of liability insurance and vending permit and inability to collect, report, and pay sales taxes. Please reference the policy for more information.
Sponsorships

• To use a sponsor in conjunction with a UC trademark, you must receive approval prior to use of the trademark and any affiliation with the university and the sponsor. Please contact Laura Driscoll at laura.driscoll@uc.edu for more details.
Questions?

- Reference the Licensing FAQ for Student Organizations
- Contact Laura Driscoll with the Trademarks & Licensing Office.

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Trademarks & Licensing, Program Coordinator  
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Cincinnati, OH 45221-0046  
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Email: laura.driscoll@uc.edu

NOTE: The purpose of this document is to provide basic guidelines. The information contained in this packet is non-exhaustive and is subject to change. The Trademark & Licensing Office reserves the right to change, modify, or otherwise alter these guidelines.